

What is claimed is:

1. A data structure, comprising:
 - 5 a plurality of logically linked applets, each of said applets defining a graphical layer, a video layer and a control layer, said control layer of each respective applet logically linking a graphical layer object to another applet.
 - 10 2. The data structure of claim 1, wherein said graphical layer comprises a plurality of graphical objects, each of said graphical objects being logically linked to a respective applet via said control layer.
 - 15 3. The data structure of claim 1, wherein:
 - said linked applets are stored in provider equipment within an interactive information distribution system and executed within subscriber equipment within said interactive information distribution system;
 - 20 said subscriber equipment generating in response thereto an image representative signal which, when processed by a display device, results in the display of:
 - said graphics layer, for displaying one or more graphical objects, said graphical objects being associated with respective applets stored in provider equipment, said applets comprising menu information and associated image information;
 - 25 said video layer, for displaying still or moving images, including still or moving images generated using said applet image information; and
 - 30 said control layer, coupled to said graphics layer and said video layer, for generating an applet request in response to a selection of a graphical object.

4. In an interactive information distribution system comprising provider equipment and subscriber equipment in communication via a network, a method comprising:

transmitting, to said subscriber equipment from said provider equipment, a first applet defining a graphical layer, a video layer and a control layer, said control layer logically linking a graphical layer object to a second applet stored in said provider equipment; and

in response to subscriber interaction indicative of the selection of said graphical layer object, transmitting said second applet to said subscriber.

5. The method of claim 4, wherein said subscriber equipment receives and processes a single applet to provide, upon a display device, a graphical layer and a video layer, said control layer being responsive to user manipulation of graphical objects to select for download to said subscriber an applet associated with a selected graphical object.

20 6. The method of claim 4, wherein:

said graphical layer includes at least one graphical object representative of said logically linked applets, said video layer provides a contextual anchor relating to said applets and said control layer operates to logically link said graphical objects to said other applets.